



Marketing Specialist

Department: Economic Development

Class Code: 6814

EEO Code: 22

FLSA: E

Effective: 01/07/1991

GENERAL STATEMENT OF DUTIES:

Under general supervision; performs work of considerable difficulty designing and maintaining a comprehensive economic research program for the County; and performs other work as required.

SPECIFIC STATEMENT OF DUTIES:

(illustrative only)

Designs, implements and maintains a comprehensive, automated economic research program to attract, secure and retain clients; Selects appropriate research methodologies, conducts analyses and prepares final presentation materials for research studies, often within strict deadlines; Designs, updates and publishes community profile documents for prospective clients; Verifies and updates existing studies, reports and abstracts; Meets with clients to determine needs and responds to inquiries; Coordinates automated tasks and training related to producing materials used in written and visual presentations; Assists with special projects as required; Prepares reports as required; Performs other work as required.

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:

Considerable knowledge of research methodology and techniques; of quantitative and qualitative market research; of computers. Considerable skill in applying research methodology and techniques when developing materials; in applying the principles of quantitative and qualitative market research; in the use of computers and advanced software packages.

MINIMUM EDUCATION AND EXPERIENCE:

Core curriculum for a bachelor's degree in economics, business or related field; or an equivalent combination of training and experience.

ADDITIONAL REQUIREMENTS:

None.

<p>This class specification is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.</p>
